

## Abilene Approval Chart for Curriculum Changes

A = Approve      I = Information Item      R = Respond In Writing

**Course Number: MKTG 388**

**or Degree Plan(s):**

|     |                                                                                                                          | Dept./School | College | Dean | TEC | AUAC/Grad | Provost |
|-----|--------------------------------------------------------------------------------------------------------------------------|--------------|---------|------|-----|-----------|---------|
|     | <b>Campus-Level Academic Review<sup>1</sup></b>                                                                          |              |         |      |     |           |         |
|     | <b>Change to a Course</b><br>Include signatures from all chairs/program directors for cross-listed courses. <sup>1</sup> |              |         |      |     |           |         |
| 1.  | Title (description unchanged)                                                                                            | A            | A       | A    | I   | I         | I       |
| 2.  | Description (not affecting content)                                                                                      | A            | A       | A    | I   | I         | I       |
| 3.  | Course term(s)                                                                                                           | A            | I       | A    | I   | I         | I       |
| 4.  | Content (change of course outcomes)                                                                                      | A            | A       | A    | I   | I         | A       |
| 5.  | Number of credit hours                                                                                                   | A            | A       | A    | A   | A         | A       |
| 6.  | Course number within the hundred                                                                                         | A            | A       | I    | I   | I         | I       |
| 7.  | Course number beyond the hundred                                                                                         | A            | A       | A    | A   | A         | A       |
| 8.  | Prerequisites                                                                                                            | A            | A       | A    | I   | I         | I       |
| 9.  | Course restriction (e.g., majors only, junior standing)                                                                  | A            | A       | A    | A   | A         | A       |
| 10. | Level change (U to G or G to U)                                                                                          | A            | A       | A    | A   | A         | A       |
| 11. | Cross list course                                                                                                        | A            | A       | A    | A   | A         | A       |
| 12. | Department of record                                                                                                     | A            | A       | A    | A   | A         | A       |
| 13. | Open or close a course                                                                                                   | A            | A       | A    | A   | A         | A       |
|     | <b>Change to a Degree Plan</b>                                                                                           |              |         |      |     |           |         |
| 14. | Educational Program — Revise                                                                                             | A            | A       | A    | A   | A         | A       |
| 15. | Educational Program — Adopt/revise admission requirements                                                                | A            | A       | A    | A   | A         | A       |
| 16. | GPA — Revise program-required GPA                                                                                        | A            | A       | A    | A   | A         | A       |
| 17. | Minor — Revise                                                                                                           | A            | A       | A    | A   | A         | A       |

|     |                                                           | Dept./School | College | Dean | TEC | AUAC/Grad | Provost | Campus Faculty | Senior VPAA | President |
|-----|-----------------------------------------------------------|--------------|---------|------|-----|-----------|---------|----------------|-------------|-----------|
|     | <b>Full Review</b>                                        |              |         |      |     |           |         |                |             |           |
|     | <b>Change to Catalog Information (for Campus)</b>         |              |         |      |     |           |         |                |             |           |
| 18. | General requirements for Bachelor's and Associate Degrees | -            | -       | -    | -   | A         | A       | A              | A           | I         |
| 19. | Policies governing academic probation and suspension      | -            | -       | -    | -   | A         | A       | A              | A           | I         |
| 20. | Requirements for graduating with honors                   | -            | -       | -    | -   | A         | A       | A              | A           | I         |
|     | <b>Change to a Degree Plan</b>                            |              |         |      |     |           |         |                |             |           |
| 21. | Educational Program — Add or Discontinue <sup>23</sup>    | A            | A       | A    | A   | A         | A       | A              | A           | I         |
| 22. | Educational Program — Discontinue (Provost-proposed)      | R            | -       | R    | A   | A         | A       | A              | A           | I         |
| 23. | Minor — Add or Discontinue                                | A            | A       | A    | A   | A         | A       | -              | A           | I         |
| 24. | Minor — Discontinue (Provost-proposed)                    | R            | -       | R    | A   | A         | A       | -              | A           | I         |
| 25. | Degree — Add or Discontinue                               | A            | A       | A    | A   | A         | A       | A              | A           | I         |
| 26. | Degree — Discontinue (Provost-proposed)                   | R            | -       | R    | A   | A         | A       | A              | A           | I         |

|     |                                                                             | Dept./School | College | Dean | AUAC | Provost | UGEC | University Faculty | Senior VPAA | President |
|-----|-----------------------------------------------------------------------------|--------------|---------|------|------|---------|------|--------------------|-------------|-----------|
|     | <b>Change to General Education Requirements for Undergraduates (System)</b> |              |         |      |      |         |      |                    |             |           |
| 27. | Change course outcomes of an included course                                | A            | A       | A    | A    | A       | A    | -                  | A           | I         |
| 28. | Add or drop a required course from the General Education Requirements       | A            | -       | A    | -    | A       | A    | A                  | A           | I         |
| 29. | Add or drop a course from a menu within the General Education Requirements  | A            | -       | A    | -    | A       | A    | -                  | A           | I         |
| 30. | Comprehensive revision of General Education Requirements                    | -            | -       | -    | -    | A       | A    | A                  | A           | I         |

### Notes

<sup>2</sup> Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

<sup>3</sup> For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible. Master's programs must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

<sup>4</sup> When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Updated 8/1/2023

**Department/School(s)**

*Mark Phillips*

10/17/2023

Chair Signature

Date

Chair/Program Director Signature

Date

**College Academic Council(s)**

*Arisa. Rendrianasdo*

10/25/2023

Chair Signature

Date

Chair Signature

Date

**Dean(s)**

*[Signature]*

11/2/2023

Signature

Date

Signature

Date

**Teacher Education Council**

Signature

Date

**Campus Academic Council:  
Abilene Undergraduate or Abilene Graduate**

Signature

Date

**Provost**

Signature

Date

**University General Education Council**

|                                                   |      |
|---------------------------------------------------|------|
| Signature                                         | Date |
| <b>University Faculty</b>                         |      |
| Abilene Faculty Senate Chair signature            | Date |
| Dallas Faculty Council Chair signature            | Date |
| <b>Senior Vice President for Academic Affairs</b> |      |
| Signature                                         | Date |
| <b>President</b>                                  |      |
| Signature                                         | Date |

## Abilene New Course Application

You may delete the preceding instructional pages before submitting application.

|                                                   |         |
|---------------------------------------------------|---------|
| <b>Course ID (<i>Subject Code and Number</i>)</b> | MKTG388 |
|---------------------------------------------------|---------|

### 1. Systems and Catalog Information Complete each item.

|   |                                                                       |                                |
|---|-----------------------------------------------------------------------|--------------------------------|
| A | Course Developer                                                      | Jennifer Golden                |
| B | Course Instructor                                                     | Jennifer Golden                |
| C | Course Title                                                          | Digital Marketing              |
| D | Course Abbreviation for Banner<br>if title is more than 30 characters | MKTG388                        |
| E | College                                                               | COBA - Business Administration |

|    |                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                         |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| F  | Department or School                                                                                                                                                | MGTS - Management Sciences                                                                                                                                                                                                                                                                                                                              |
| G  | Number of Credit Hours                                                                                                                                              | 3                                                                                                                                                                                                                                                                                                                                                       |
| G1 | Number of contact hours - lecture                                                                                                                                   | 3                                                                                                                                                                                                                                                                                                                                                       |
| G2 | Number of contact hours - lab/<br>activity                                                                                                                          | 0                                                                                                                                                                                                                                                                                                                                                       |
| H  | Is the course for a fixed or variable<br>number of credit hours?                                                                                                    | Fixed<br>If variable, explain rationale:                                                                                                                                                                                                                                                                                                                |
| I  | Is the course repeatable for additional<br>credit?                                                                                                                  | No                                                                                                                                                                                                                                                                                                                                                      |
| J  | Maximum total number of credit hours<br>a student can earn for this course                                                                                          | 3                                                                                                                                                                                                                                                                                                                                                       |
| K  | What type of course is this?                                                                                                                                        | <del>Lecture/Lab (LLB)</del> Lecture<br>See Schedule Type definitions in the Reference<br>section.                                                                                                                                                                                                                                                      |
| L  | Number of Faculty Workload Hours                                                                                                                                    | 3                                                                                                                                                                                                                                                                                                                                                       |
| M  | Grade Mode                                                                                                                                                          | <u>Standard</u>                                                                                                                                                                                                                                                                                                                                         |
| N  | Maximum Enrollment                                                                                                                                                  | 30                                                                                                                                                                                                                                                                                                                                                      |
| O  | <b>Catalog Description</b><br>(50 words or less)                                                                                                                    | Digital marketing provides a theoretical<br>understanding of the Internet and electronic device<br>marketplace, as well as the practical skills needed to<br>perform SEO, digital analytics, social media<br>marketing, and paid media programming. Students<br>completing the course will be equipped to improve<br>an organization's online presence. |
| P  | List any prerequisites (course/s, test<br>scores, class standing, major, etc.)                                                                                      | MKTG320 OR JMC349                                                                                                                                                                                                                                                                                                                                       |
| Q  | List any corequisites (these <i>must</i> be<br>taken at the same time; note that a<br>single requirement cannot be both a<br>prerequisite <i>and</i> a corequisite) |                                                                                                                                                                                                                                                                                                                                                         |

|    |                                                                                                                                                                                     |                                                                                                                                           |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| R  | If the course is cross-listed, specify the subject code and course number of the other course                                                                                       |                                                                                                                                           |
| S  | Does this course require any additional student course fees?                                                                                                                        | <u>No</u><br>If yes, attach a completed <a href="#">course fee form</a> .                                                                 |
| T1 | Will the course be offered in <b>fall</b> terms?                                                                                                                                    | <u>Yes, every year</u>                                                                                                                    |
| T2 | Will the course be offered in <b>spring</b> terms?                                                                                                                                  | <u>Yes, every year</u>                                                                                                                    |
| T3 | Will the course be offered in <b>summer</b> terms?                                                                                                                                  | <u>No</u>                                                                                                                                 |
| U  | First semester this course will be offered under new Course ID. <i>May not be earlier than the coming fall semester.</i>                                                            | Fall 2024                                                                                                                                 |
| V  | Is this course required for a program(s)?                                                                                                                                           | <u>No</u><br>If yes, attach a completed <a href="#">curriculum proposal</a> to change the program(s).                                     |
| W  | Should the addition of this course be retroactively applied to the degree plan it supports? <i>This is rare, and rationale should explain compelling extenuating circumstances.</i> | <u>No</u><br>If yes, provide rationale:                                                                                                   |
| X  | Has this course been offered as a Special Topics course? <i>New courses are not required to be taught as Special Topics courses prior to approval.</i>                              | <u>Yes</u><br>If yes, provide course ID, term, and enrollment:<br>MKTG340 (Spring 2023, 29; Fall 2022, 9; Spring 2021, 20; Fall 2020, 20) |

|   |                                                                                                                                                                                                           |  |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Y | List any courses in which the content overlaps the proposed course.<br>(Course ID and Name). <i>Attach a statement from the instructor/dept chair of the existing course justifying the new offering.</i> |  |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

## 2. Curriculum

- A. Explain any effects of this course on any degree plans. If the addition of the course alters program requirements, submit a separate [Approval Chart for Curriculum Change](#) to update the program.
  - a. This course is another relevant elective for Business majors as well as campus partners offering business minors (e.g. advertising and public relations, communication, etc.)
  - b. This course will also be an addition to the digital marketing track available to marketing majors and will serve as a course option for advertising and public relations majors on their degree plan.
- B. Justify the addition of this course to the current curriculum, explaining the gap it meets.
  - a. This course is bridging the gap between marketing and the shift to marketing students needing skills in digital areas such as SEO, digital analytics, web design, social media marketing, and paid media. This course will continue to be updated on the fast-paced landscape of the Internet and technology.

## 3. Course Design

- A. Audience and Course Goal
  1. Describe the intended audience, including prerequisite skills.
    - i. This course is another relevant elective for our marketing, management, information systems, and campus partners who focus on business minors (e.g. advertising and public relations, communication, etc.)
    - ii. The pre-req is MKTG320, Principles of Marketing which provides foundational knowledge of marketing and marketing planning.
  2. State the overarching course goal(s) in performance terms.
    - i. The overarching goal of this class is to expose the student to the most important aspects and tools of digital marketing (Foundations & Website Design, Search Engine Optimization, Search Engine Marketing, Web Analytics, Email Marketing, Social Media, Digital Marketing Strategy)
- B. Student Learning Outcomes and Measurements

## Course Curriculum Mapping

## CLO Mapping

| Residential Course Outcome                                                                                                                                                                                                                               | Relevant Course Learning Objective                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>#1. Foundations &amp; Website Design - Understand the basic digital marketing concepts and website goals &amp; design objectives in order to maximize digital marketing outcomes.</b>                                                                 | <b>[CLO 1.1] Describe how computers and servers communicate to enable people to interact with web pages on the Internet.</b>                                                            |
|                                                                                                                                                                                                                                                          | <b>[CLO 1.2] Evaluate a website's performance on its general objectives (traffic, conversions, &amp; revenue maximization) and identify specific areas for improvement.</b>             |
|                                                                                                                                                                                                                                                          | <b>[CLO 1.3] Utilize multiple web page design philosophies to create and revise webpages to maximize conversion rate.</b>                                                               |
|                                                                                                                                                                                                                                                          | <b>[CLO 2.4] Describe ethical issues in digital marketing.</b>                                                                                                                          |
| <b>#2. Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.</b> | <b>[CLO 3.1] Identify the keywords and recommended changes that would be most worthwhile for a website in order to improve its relevance in its search engine optimization efforts.</b> |
|                                                                                                                                                                                                                                                          | <b>[CLO 3.2] Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the website's quality signals to search engines.</b>               |
|                                                                                                                                                                                                                                                          | <b>[CLO 3.3] Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.</b>                       |

|                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>#3. Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.</b></p> | <p><b>[CLO 4.1]</b> Identify and create the various types of search engine advertisements and their parts.</p> <p><b>[CLO 4.2]</b> Analyze the effectiveness of an existing search engine advertising campaign.</p> <p><b>[CLO 4.3]</b> Determine ways to improve an ad’s position and create a categorized list of keywords on which to advertise on a search engine.</p> <p><b>[CLO 5.3]</b> Refine and develop strategies to increase multiple ads’ traffic and positions for a search engine and create landing pages to increase conversion rates.</p> <p><b>[CLO 6.3]</b> Create shopping and email campaigns to increase traffic and conversions to a website.</p> <p><b>[CLO 7.3]</b> Develop an online advertising campaign for an ecommerce website to drive traffic, conversions, and revenue maximization.</p> |
| <p><b>#4. Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.</b></p>                                                          | <p><b>[CLO 2.1]</b> Select the best KPIs for diverse websites.</p> <p><b>[CLO 2.2]</b> Determine the most needed improvements for a website based on an analysis of its conversion funnel data.</p> <p><b>[CLO 2.3]</b> Describe the strengths and weaknesses of the various metrics and attribution methods through familiarization with Google Analytics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>#5. Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.</b></p>                                                                                        | <p><b>[CLO 5.1]</b> Create an effective strategy and content for building a commercial email list.</p> <p><b>[CLO 5.2]</b> Analyze the results of an email campaign to determine its effectiveness.</p> <p><b>[CLO 6.3]</b> Create shopping and email campaigns to increase traffic and conversions to a website.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

|                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| #6. Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.                                              | <p>[CLO 6.1] Describe the parts of a social media campaign plan and use this plan to design an effective campaign.</p> <p>[CLO 6.2] Determine effective ways to use Facebook in a social media campaign.</p>                                                                                                                                    |
| #7. Digital Marketing Strategy - Implement digital marketing strategy concepts to online platforms in order to improve overall marketing effectiveness. | <p>[CLO 7.1] Explain how digital marketing strategy relates to marketing strategy and digital marketing execution.</p> <p>[CLO 7.2] Determine the relative importance of demand generation, demand harvesting, and customer relationship management in order to understand how to engage in long-term, profit-maximizing budget allocation.</p> |

| Objectives | Course Level Objectives                                                                                                                                | Outcome Measures                                                                                                             |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| 1          | Describe how computers and servers communicate to enable people to interact with web pages on the Internet.                                            | Assignment: Getting To Know Your Class & Terminology<br>Class Session & Discussion / Exam                                    |
|            | Evaluate a website's performance on its general objectives (traffic, conversions, & revenue maximization) and identify specific areas for improvement. | Assignment: Comparative Website Analysis Exercise<br>Class Session & Discussion / Exam                                       |
|            | Utilize multiple web page design philosophies to create and revise webpages to maximize conversion rate.                                               | Assignment: Design Frameworks<br>Class Session & Discussion / Exam                                                           |
| 2          | Select the best KPIs for diverse websites.                                                                                                             | Assignment: Setting Goals: Key Performance Indicators; Conversion Funnel Assignment<br><br>Class Session & Discussion / Exam |

|   |                                                                                                                                                                        |                                                                                                                                                                      |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Determine the most needed improvements for a website based on an analysis of its conversion funnel data.                                                               | <b>Assignment: Conversion Funnel Assignment</b><br><br><b>Class Session &amp; Discussion / Exam</b>                                                                  |
|   | Describe the strengths and weaknesses of the various metrics and attribution methods through familiarization with Google Analytics.                                    | <b>Class Session &amp; Discussion / Exam</b><br><br><b>Practice Setting up and Using Google Analytics</b>                                                            |
|   | Describe ethical issues in digital marketing.                                                                                                                          | <b>Assignment: Ethical Issues in Digital Marketing</b>                                                                                                               |
| 3 | Identify the keywords and recommended changes that would be most worthwhile for a website in order to improve its relevance in its search engine optimization efforts. | <b>Assignment: On-Site SEO &amp; Mapping</b><br><br><b>Class Session &amp; Discussion / Exam</b>                                                                     |
|   | Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the website's quality signals to search engines.               | <b>Assignment: On-Site SEO &amp; Mapping</b><br><br><b>Class Session &amp; Discussion / Exam</b>                                                                     |
|   | Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.                       | <b>Discussion: Off-Site SEO: Creating Linkable Content Ideas</b><br><br><b>Class Session &amp; Discussion / Exam</b>                                                 |
| 4 | Identify and create the various types of search engine advertisements and their parts.                                                                                 | <b>Class Session &amp; Discussion / Exam</b><br><br><b>Assignment: Mimic Pro Simulation</b>                                                                          |
|   | Analyze the effectiveness of an existing search engine advertising campaign.                                                                                           | <b>Class Discussion and Activity: Measuring Advertising Spend</b><br><br><b>Class Session &amp; Discussion / Exam</b><br><br><b>Assignment: Mimic Pro Simulation</b> |

|   |                                                                                                                                                          |                                                                                                                                                       |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Determine ways to improve an ad's position and create a categorized list of keywords on which to advertise on a search engine.                           | Class Session & Discussion / Exam<br><br>Assignment: Mimic Pro Simulation                                                                             |
| 5 | Create an effective strategy and content for building a commercial email list.                                                                           | Assignments: Email Marketing Best Practices & Email Data Analytics<br><br>Assignment: Mimic Pro Rounds 2 & 3<br><br>Class Session & Discussion / Exam |
|   | Analyze the results of an email campaign to determine its effectiveness.                                                                                 | Assignment: Mimic Pro Rounds 2 & 3<br><br>Class Session & Discussion / Exam                                                                           |
|   | Refine and develop strategies to increase multiple ads' traffic and positions for a search engine and create landing pages to increase conversion rates. | Assignment: Mimic Pro Rounds 2 & 3<br><br>Class Session & Discussion / Exam                                                                           |
| 6 | Describe the parts of a social media campaign plan and use this plan to design an effective campaign.                                                    | Assignment: Social Media Campaigns Group Project<br><br>Class Session & Discussion / Exam                                                             |
|   | Determine effective ways to use Facebook in a social media campaign.                                                                                     | Assignment: Social Media Campaigns Group Project<br><br>Class Session & Discussion / Exam                                                             |
|   | Create shopping and email campaigns to increase traffic and conversions to a website.                                                                    | Class Session & Discussion / Exam<br><br>Assignment: Mimic Pro, Round 4 & 5, Simulation                                                               |

|   |                                                                                                                          |                                                                                                                                                                                                     |
|---|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7 | Explain how digital marketing strategy relates to marketing strategy and digital marketing execution.                    | <b>Presentation: Differences between marketing and digital marketing</b><br><br><b>Assignment: Final Presentation-Mimic Pro Lessons Learned</b><br><br><b>Class Session &amp; Discussion / Exam</b> |
|   | Develop an online advertising campaign for an ecommerce website to drive traffic, conversions, and revenue maximization. | <b>Assignment: Final Presentation-Mimic Pro Lessons Learned</b><br><br><b>Assignment: Mimic Pro Simulation: Round 6</b><br><br><b>Class Session &amp; Discussion / Exam</b>                         |

### C. Text and Resources

Give the full publication information of the textbook/s and other required resources and outside readings. For **combined undergraduate/graduate** courses, make two lists:

- A. full publication information; label **Undergraduate**.
  - Digital Marketing Essentials Bundle
    - Dr. Jeff Larson and Stuart Draper
    - ISBN: 978-1-7337420-5-4
    - Includes e-book and digital marketing simulation (Simternship)
    - <https://www.stukent.com/higher-ed/digital-marketing-bundle/>
- B. full publication information; label **Graduate**.

## 4. Supporting Documentation

| Required of all applications |                                                                                                                 |
|------------------------------|-----------------------------------------------------------------------------------------------------------------|
| 1                            | <a href="#">Approval Chart for Curriculum Changes</a>                                                           |
| 2                            | <b>Syllabus</b> — <b>Attach</b> the syllabus for the course based upon the anticipated first-semester offering. |

|                             |                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4                           | <b>Library</b> — Submit new course application and syllabus to the Library dean's office. <b>Attach</b> the Library's memo.                                                                                                                                                                                                             |
| <b>Attach if applicable</b> |                                                                                                                                                                                                                                                                                                                                         |
| 5                           | <b>Content Overlap</b> — Include one document for each course you listed in Section 1Y. <b>Attach</b> statement from instructor/dept chair of existing course justifying the new offering.                                                                                                                                              |
| 6                           | <b>Departmental Resources</b> — List the resources that support the course and are available only through the department, if applicable. <b>Attach</b> the list of the holdings and the location(s).                                                                                                                                    |
| 7                           | <b>Resources</b> — List resources (other than library or departmental resources) that are needed to support this course (computers, lab equipment, other technology, etc.). <b>Attach</b> a complete list of all items and indicate possible sources or estimated cost of each. List the sources of any needed funds.                   |
| 8                           | <b>Expenses</b> — List additional expenses needed to implement this course (full-time or part-time faculty, graduate or lab assistants, student employees, travel, special student costs, room renovation, storage facility, etc.). <b>Attach</b> a complete list of all items, the estimated cost of each and the source of the funds. |
| 9                           | <b>Justification</b> — <b>Attach</b> any documents to which you refer in Section 2B.                                                                                                                                                                                                                                                    |

Updated 8/1/2023

## Syllabus

### ACU College of Business Administration Course Syllabus MKTG 340 Digital Marketing (3 course hours) Fall 2022 Accelerated 1

#### Dr. Jennifer Golden, Assistant Professor of Marketing

Office: COBA 250

Hours: Wednesday, 2:00-5:00pm; Or, by zoom appointment (evening / weekend hours also available)

Phone: 325.674.2596 (office); 318.751.6993 (cell) *text preferred*

Email: [jennifer.golden@acu.edu](mailto:jennifer.golden@acu.edu)

GA: Trés Cox, [txc16a@acu.edu](mailto:txc16a@acu.edu)

Room: M-F, COBA 301 ([http://www.acu.edu/aboutacu/map\\_acu/](http://www.acu.edu/aboutacu/map_acu/))

Zoom: [Click here to join.](#)

Meeting ID: 851 8401 7509 Password: mktgrules

**ACU Mission:** *The mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world.*

**College of Business Mission:** *We educate business and technology professionals for Christian service and leadership throughout the world.*

### **WELCOME TO DIGITAL MARKETING!**

The digital world is a dynamic marketplace if there ever was one. This class will give you a theoretical understanding of the internet and electronic device marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve its use of its online resources.

### **COURSE FORMAT**

The format for this class will consist of lecture, guest lectures, in-class discussion, project-based simulation and team-based project assignments. Emphasis will be placed on class interaction to the best we can under our current situation. Each class member should read the assigned material and complete problem assignments prior to the class period in which they are due. Introduction of relevant current events, literature, examples, or applications is considered a standard means of contributing to class dynamics and understanding. As an upper-division course in marketing, the standard for participation is high; mere class attendance does not qualify as a contribution.

Students should not only read text materials in a timely manner, but also be able to demonstrate recall and cognitive competence in the text content and display an intellectual involvement in the assigned exercises. Since it is difficult to demonstrate these competencies if one is not present for class, *it should be understood that class attendance and involvement are essential.*

**Contribution of Course to Christian service and leadership:** This class will educate the mind and the heart as they relate to events, business and commerce. It is important to create a class culture that helps us become more like Christ as we serve Him in the workplace, the world's largest mission field.

**Prerequisites:** Successful completion of MKTG 320 (Principles of Marketing); although only this basic course is listed as the prerequisite, due to the many configurations in which a student may actually pursue the curriculum, it is assumed that the student will have a comprehensive grasp of the many facets of marketing theory and application.

**Texts & Materials:** This course uses a digital textbook that can be accessed online or through the bookstore. Go to: <https://home.stukent.com/join/37A-70E> to purchase online. This course will also be using an online simulation, MIMIC PRO. A single log-in profile will manage your access to both the textbook and the simulation. If you need to purchase through the bookstore, you will need to notify them as soon as possible and they will provide you with an access code once payment is made to Stukent.

Access to a laptop computer during the class will be extremely helpful as we are working with the internet every time we are together. If this is not possible, then a smartphone or tablet will also be acceptable. Please note that expectations are high you will use your technology devices for class material, research, and assignments only while in class.

### **Learning Outcomes**

**Course Goal:** The overarching goal of this class is to expose the student to the most important aspects and tools of digital marketing listed below as course competencies:

- Foundations & Website Design – Understand the basic digital marketing concepts and website goals & design objectives in order to maximize digital marketing outcomes.
- Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.
- Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates.
- Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.
- Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.
- Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.
- Digital Marketing Strategy - Implement digital marketing strategy concepts to online platforms in order to improve overall marketing effectiveness.

**Topics Covered:** Vocabulary in digital, social, and mobile marketing; foundations of digital marketing, website design frameworks, website goals and objectives, search engine optimization; search engines; paid search marketing; internet advertising; social media advertising; e-commerce advertising; social media strategy planning; web analytics formulas and relationship; Google analytics platform; Google Ads platform; digital marketing strategy

### **Measurement Instruments**

**Grading Policy:** The assessment and grading system is intended to reflect student learning and performance on the above listed competencies.

|                     |      |
|---------------------|------|
| Class Participation | 10 % |
| Assignments / Cases | 30 % |
| Quizzes             | 15 % |
| Simulation          | 20 % |
| Midterm Exam        | 10 % |
| Final               | 15 % |

The following grading scale will be used to determine final course grades:

|   |        |   |          |   |       |
|---|--------|---|----------|---|-------|
| A | 90-100 | B | 80-89    | C | 70-79 |
| D | 60-69  | F | Below 60 |   |       |

## COURSE ASSIGNMENTS

You will be assessed through several different activities described below. No late work is accepted unless prior arrangements have been made. Please communicate! Failure to complete any assignment results in a zero for that assignment. This will be a robust class with several methods of assessing your work due to the diverse field and skill sets available for its students. We will primarily use the Canvas platform for class information, assignments, submissions, recordings, etc. This can be found at: [acu.edu/canvas](https://acu.edu/canvas).

## Attendance

Based on the high level of participation, group work and the nature of your senior capstone level course; it is expected that you attend all classes.

- **Unexcused Absences:** For every unexcused absence 15 percent will be deducted from your participation portion of your grade (worth 10% overall) and reported at the end of semester.
  - There will be an opportunity to make-up two unexcused absences at the end of the semester.
  - Save these absences for an emergency – please come to class.
- **University Policy:** A student who misses more than six classes can be dropped from the course.
- **Approved Absences:** If you are ill or have a university-approved absence, however, I want you to be able to engage the course material in other meaningful ways without attending face-to-face class sessions. This will be arranged based on each case.
  - The only way to have this level of make-up work is if you communicate with me within a reasonable amount of time prior to the absence.
  - *If you are extremely ill (not just a little under the weather), the expectation is that you will immediately let me know and then have a follow-up appointment with your medical provider or the [MACCC](#) in order to demonstrate the reason for the absences.*

**Quizzes:** Every reading assignment from the textbook will have an accompanying quiz on Canvas. The quiz must be completed the evening before class by 11:59pm.

**Mimic Pro Simulation:** We will be using a PPC simulation, called Mimic Pro, through the course starting with Chapter 6 material. This will significantly shortens the learning curve when working with PPC ads, allowing you hands on access to gain core principles of digital marketing.

These are the core principles you will learn through the experience:

- Writing Targeted Ads
- Performing Strategic Keyword Research
- Creating High-Converting Landing Pages

- Measuring Key Performance Indicators
- Online Pricing and Product Decisions
- Utilizing Email Marketing

This will be an individual project and you will be competing with your classmates. More details will be given on the grading expectations and performance measures, however, general grading expectations will be based on your performance in the simulation on categories of revenue, conversions, profits, reach and class rank. (Competition does matter)!

**Assignments: In-Class, Expert Lectures, Case Studies:** More information will be given in class related to the additional assignments to support the learning application of core class components. Coursework will be uploaded/available on Canvas or on stuent.com.

- **In-Class:** Several assignments starting in class that may require some outside of class work to complete will be a part of this grade. They will involve additional hands-on application of the course material.
- **Group Work:** There may be in-class time dedicated to certain assignments that involve working with a team. If you are not present in class, you will complete the assignment individually. If you are participating via zoom, then you may join a group via zoom or Facetime to work collaboratively.
  - **Assignment Expectations:** Each group assignment will require a section that includes a brief discussion of how each group member contributed to the assignment.
  - **Rubrics:** General grading rubrics are listed below. These formats will be the typical method for grading most of the assignments; however, some assignments may include more specifics. Please make sure to reference all of the rubrics in evaluating your work prior to submission.

#### **Written Assignments**

|                                                                                                                                       |    |
|---------------------------------------------------------------------------------------------------------------------------------------|----|
| Organization & flow of material                                                                                                       | 15 |
| Quality of writing & bibliography                                                                                                     | 20 |
| Coverage of Assignment Components                                                                                                     | 10 |
| Depth of Analysis & Strategy Application                                                                                              | 55 |
| <i>Quality, amount, and relatedness of research to the focus of the project, utilized strategies/models/concepts learned in class</i> |    |

#### **Presentation Assignments**

|                                                                                                                                       |    |
|---------------------------------------------------------------------------------------------------------------------------------------|----|
| Interaction with the audience / questions answered                                                                                    | 15 |
| Organization of material                                                                                                              | 10 |
| Quality of presentation (e.g. visual aids, quality, etc.)                                                                             | 20 |
| Depth of Analysis & Strategy Application                                                                                              | 55 |
| <i>Quality, amount, and relatedness of research to the focus of the project, utilized strategies/models/concepts learned in class</i> |    |

**Formatting Expectations:** All written assignments must be TYPED, neatly organized with standard margins, with correct grammar, spelling, and proper sourcing. Your name must be included on the actual assignment **and** in the file name when submitting work online. Any work not meeting these quality standards will receive grades reflecting this deficiency. Most coursework will be uploaded through the online course management system of Canvas. You will also use APA formatting for any referenced materials.

**Exams:** There will be two exams, a midterm and a final. Exams will cover material from the textbook, material covered in class, and material from the expert lectures. Exams will primarily be short answer, not multiple choice. Exams MUST be taken during the scheduled class period. If you must miss an exam, you must provide a valid reason and inform me one week before the day of the exam to make other arrangements. If you miss a scheduled examination without contacting me prior, you will receive a zero for the exam.

#### **COURSE POLICIES**

**Class communication:** Class communication will be done primarily online and through email. It is important that you check these tools often for class updates, changes, and assignments that will be provided.

**Technology:** Technology is VERY important in this class **IF** you are working on class material. Laptops or smart devices will be required daily. If I find laptops in class are a distraction to you or your classmates, I will ask you to refocus on the class material. Cell phones are only permitted for in – class assignment research. **Your grade will be impacted if this behavior becomes habitual.**

**COBA Honor Code / Ethics:** Academic integrity is expected. If you plagiarize written work, are caught making plans to cheat, or help others cheat, expect to receive an F in the course. Be sure you are familiar with ACU's policy.

***COBA faculty, staff and students will strive to proclaim in their lives competence, character and community.*** In joining COBA, students, faculty, and staff covenant to abide by the following ethical principles.

- **Competence:** To lead and serve well requires competence. And to become competent requires diligence and hard work. We owe it to all who have prepared the way and who will follow in our footsteps, to be good stewards of opportunities and resources. Thus, in all you do: set priorities, seek excellence and professionalism in your work, satisfy requirements, and take responsibility for your learning and performance. You cannot build competence if you lie, cheat, steal, or tolerate those who do.

- **Character:** A reputation of good character is built slowly through testing, yet can be destroyed in an instant by compromise or careless work, just as it can through injustice. Guard your character; it is worth more than a grade or promotion. "A good name is more desirable than great riches; to be esteemed is better than silver or gold" (Proverbs 22:1). You cannot build character if you lie, cheat, steal, or tolerate those who do.

- **Community:** A spirit of fellowship and mutual encouragement holds each community member accountable. Accountability leads to a healthy community through adequate preparations for the tasks at hand, respectful truthfulness in all situations, and adding value to the tasks at hand.

As a community, we must hold each other accountable to the principles of competence, character, and community. You cannot build community if you lie, cheat, steal, or tolerate those who do.

### **ACU's Policies**

#### **Academic Integrity:**

"Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God. Academic misconduct includes, but is not limited to, the following: 1) Failure to give credit to sources used in a work in an attempt to present the work as one's own, 2) Submission of papers or projects obtained from another source (e.g., research service or club paper file) as one's own, and 3) Falsifying information orally or in writing. Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, Dean of your school, and the Dean of Student Life will be notified. See the full university policy, including how to appeal a decision, by following [this link](#)."

#### **Mask Requirements:**

"According to ACU's Covid-19 response policy, face masks will be required in all indoor spaces unless alone in a private office. Face masks will also be required outdoors when social distancing is not possible. If an individual cannot wear a face mask, a face shield should be worn. Roommates in residence halls are not required to wear face masks or shields in their private living space. For further information, please check here."

#### **ADA Compliance Policy:**

"Abilene Christian University is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. In order to receive accommodations, you must be registered with Alpha Scholars Program, and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please email [alpha@acu.edu](mailto:alpha@acu.edu) call their office directly at 325-674-2667.]

#### **Anti-Harassment Policy:**

As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility related to my role as a professor. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I will only share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, dating or domestic violence or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the ACU Counseling Center. All of your options are available for review by clicking on the link to ACU's policy.

**MKTG 388\_01 COURSE MAPPING**

## **Course Curriculum Mapping**

## CLO Mapping

| Residential Course Outcome                                                                                                                                                                                                                               | Relevant Course Learning Objective                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>#1. Foundations &amp; Website Design - Understand the basic digital marketing concepts and website goals &amp; design objectives in order to maximize digital marketing outcomes.</p>                                                                 | <p>[CLO 1.1] Describe how computers and servers communicate to enable people to interact with web pages on the Internet.</p>                                                                                                                                                                                                                                                                                                                                                                                                        |
|                                                                                                                                                                                                                                                          | <p>[CLO 1.2] Evaluate a website's performance on its general objectives (traffic, conversions, &amp; revenue maximization) and identify specific areas for improvement.</p>                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                                                                                                                                          | <p>[CLO 1.3] Utilize multiple web page design philosophies to create and revise webpages to maximize conversion rate.</p>                                                                                                                                                                                                                                                                                                                                                                                                           |
|                                                                                                                                                                                                                                                          | <p>[CLO 2.4] Describe ethical issues in digital marketing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <p>#2. Search Engine Optimization – Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its organic search rankings – in other words, perform search engine optimization on a website.</p> | <p>[CLO 3.1] Identify the keywords and recommended changes that would be most worthwhile for a website in order to improve its relevance in its search engine optimization efforts.</p> <p>[CLO 3.2] Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the website's quality signals to search engines.</p> <p>[CLO 3.3] Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.</p> |

|                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>#3. Search Engine Marketing – Understand the mechanics of paid search ranking. Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign’s conversion rates.</p> | <p>[CLO 4.1] Identify and create the various types of search engine advertisements and their parts.</p> <p>[CLO 4.2] Analyze the effectiveness of an existing search engine advertising campaign.</p> <p>[CLO 4.3] Determine ways to improve an ad’s position and create a categorized list of keywords on which to advertise on a search engine.</p> <p>[CLO 5.3] Refine and develop strategies to increase multiple ads’ traffic and positions for a search engine and create landing pages to increase conversion rates.</p> <p>[CLO 6.3] Create shopping and email campaigns to increase traffic and conversions to a website.</p> <p>[CLO 7.3] Develop an online advertising campaign for an ecommerce website to drive traffic, conversions, and revenue maximization.</p> |
| <p>#4. Web Analytics – Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an eCommerce website based on the conversion funnel.</p>                                                          | <p>[CLO 2.1] Select the best KPIs for diverse websites.</p> <p>[CLO 2.2] Determine the most needed improvements for a website based on an analysis of its conversion funnel data.</p> <p>[CLO 2.3] Describe the strengths and weaknesses of the various metrics and attribution methods through familiarization with Google Analytics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p>#5. Email Marketing – Understand and implement best practices in marketing to a database of current and potential customers via email.</p>                                                                                        | <p>[CLO 5.1] Create an effective strategy and content for building a commercial email list.</p> <p>[CLO 5.2] Analyze the results of an email campaign to determine its effectiveness.</p> <p>[CLO 6.3] Create shopping and email campaigns to increase traffic and conversions to a website.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

|                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| #6. Social Media – Utilize knowledge of social media tactics to design an effective social media campaign.                                              | <p>[CLO 6.1] Describe the parts of a social media campaign plan and use this plan to design an effective campaign.</p> <p>[CLO 6.2] Determine effective ways to use Facebook in a social media campaign.</p>                                                                                                                                    |
| #7. Digital Marketing Strategy - Implement digital marketing strategy concepts to online platforms in order to improve overall marketing effectiveness. | <p>[CLO 7.1] Explain how digital marketing strategy relates to marketing strategy and digital marketing execution.</p> <p>[CLO 7.2] Determine the relative importance of demand generation, demand harvesting, and customer relationship management in order to understand how to engage in long-term, profit-maximizing budget allocation.</p> |

| Objectives | Course Level Objectives                                                                                                                                | Outcome Measures                                                                                                                |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| 1          | Describe how computers and servers communicate to enable people to interact with web pages on the Internet.                                            | Assignment: Getting To Know Your Class & Terminology<br>Class Session & Discussion / Exam                                       |
|            | Evaluate a website's performance on its general objectives (traffic, conversions, & revenue maximization) and identify specific areas for improvement. | Assignment: Comparative Website Analysis Exercise<br>Class Session & Discussion / Exam                                          |
|            | Utilize multiple web page design philosophies to create and revise webpages to maximize conversion rate.                                               | Assignment: Design Frameworks<br>Class Session & Discussion / Exam                                                              |
| 2          | Select the best KPIs for diverse websites.                                                                                                             | Assignment: Setting Goals: Key Performance Indicators;<br>Conversion Funnel Assignment<br><br>Class Session & Discussion / Exam |

|   |                                                                                                                                                                        |                                                                                                                                             |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
|   | Determine the most needed improvements for a website based on an analysis of its conversion funnel data.                                                               | Assignment: Conversion Funnel Assignment<br><br>Class Session & Discussion / Exam                                                           |
|   | Describe the strengths and weaknesses of the various metrics and attribution methods through familiarization with Google Analytics.                                    | Class Session & Discussion / Exam<br><br>Practice Setting up and Using Google Analytics                                                     |
|   | Describe ethical issues in digital marketing.                                                                                                                          | Assignment: Ethical Issues in Digital Marketing                                                                                             |
| 3 | Identify the keywords and recommended changes that would be most worthwhile for a website in order to improve its relevance in its search engine optimization efforts. | Assignment: On-Site SEO & Mapping<br><br>Class Session & Discussion / Exam                                                                  |
|   | Improve a website's likelihood of ranking for a set of keywords by suggesting changes that will improve the website's quality signals to search engines.               | Assignment: On-Site SEO & Mapping<br><br>Class Session & Discussion / Exam                                                                  |
|   | Create and implement a plan to earn high quality links from external sources to improve a website's search engine rankings on relevant searches.                       | Discussion: Off-Site SEO: Creating Linkable Content Ideas<br><br>Class Session & Discussion / Exam                                          |
| 4 | Identify and create the various types of search engine advertisements and their parts.                                                                                 | Class Session & Discussion / Exam<br><br>Assignment: Mimic Pro Simulation                                                                   |
|   | Analyze the effectiveness of an existing search engine advertising campaign.                                                                                           | Class Discussion and Activity: Measuring Advertising Spend<br><br>Class Session & Discussion / Exam<br><br>Assignment: Mimic Pro Simulation |

|   |                                                                                                                                                          |                                                                                                                                               |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
|   | Determine ways to improve an ad's position and create a categorized list of keywords on which to advertise on a search engine.                           | Class Session & Discussion / Exam<br>Assignment: Mimic Pro Simulation                                                                         |
| 5 | Create an effective strategy and content for building a commercial email list.                                                                           | Assignments: Email Marketing Best Practices & Email Data Analytics<br>Assignment: Mimic Pro Rounds 2 & 3<br>Class Session & Discussion / Exam |
|   | Analyze the results of an email campaign to determine its effectiveness.                                                                                 | Assignment: Mimic Pro Rounds 2 & 3<br>Class Session & Discussion / Exam                                                                       |
|   | Refine and develop strategies to increase multiple ads' traffic and positions for a search engine and create landing pages to increase conversion rates. | Assignment: Mimic Pro Rounds 2 & 3<br>Class Session & Discussion / Exam                                                                       |
| 6 | Describe the parts of a social media campaign plan and use this plan to design an effective campaign.                                                    | Assignment: Social Media Campaigns Group Project<br>Class Session & Discussion / Exam                                                         |
|   | Determine effective ways to use Facebook in a social media campaign.                                                                                     | Assignment: Social Media Campaigns Group Project<br>Class Session & Discussion / Exam                                                         |
|   | Create shopping and email campaigns to increase traffic and conversions to a website.                                                                    | Class Session & Discussion / Exam<br>Assignment: Mimic Pro, Round 4 & 5, Simulation                                                           |

|   |                                                                                                                          |                                                                                                                                                                                       |
|---|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7 | Explain how digital marketing strategy relates to marketing strategy and digital marketing execution.                    | <p>Presentation: Differences between marketing and digital marketing</p> <p>Assignment: Final Presentation-Mimic Pro Lessons Learned</p> <p>Class Session &amp; Discussion / Exam</p> |
|   | Develop an online advertising campaign for an ecommerce website to drive traffic, conversions, and revenue maximization. | <p>Assignment: Final Presentation-Mimic Pro Lessons Learned</p> <p>Assignment: Mimic Pro Simulation: Round 6</p> <p>Class Session &amp; Discussion / Exam</p>                         |

Library Approval

# **Abilene Christian University Library**

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## **M E M O R A N D U M**

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**Date:** March 21, 2022  
**To:** Dr. Jennifer Golden  
**From:** Mark McCallon, Associate Dean for Library Services  
**RE:** Course Application MKTG 388 – Digital Marketing

After reviewing the course syllabus, the library can adequately support the course. Please contact Mark McCallon ([mccallonm@acu.edu](mailto:mccallonm@acu.edu)) , Librarian Liaison for the College of Business, if additional resources are needed for the course. Thank you for letting us review the course syllabus.

## Adams Center Approval

Dr. Jennifer Golden  
COBA 250  
jennifer.golden@acu.edu  
(325)674-2596

March 21, 2022

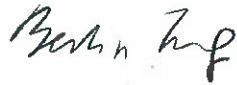
Re: Review of *MKTG388*

Dear Dr. Golden,

Thank you for submitting the application for the course *MKTG388 Digital Marketing*. I have reviewed it based on the [ACU New Course Application Guidelines](#). I find the syllabus to be meeting all requirements. Thank you for incorporating the changes that I suggested.

Please note that this letter is not meant to be a final approval in the course application process. Your department chair and members of the council may have questions or comments of their own.

If you have any questions, please feel free to let me know. Please also let me know if we can be of any help in the design and facilitation of this course.



Director of Instructional Design, Adams Center